

THE TOBACCO INSTITUTE, INC.

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HORACE R. KORNEGAY
President

March 6, 1974

H. C. Roemer, Esquire
Vice President and General Counsel
R. J. Reynolds Industries, Inc.
401 North Main Street
Winston-Salem, North Carolina 27102

Dear Jack:

Your letter of February 28 together with a copy of the Television Code Review Board's guidelines on the advertising of vegetable oils and margarine has been received. I picked up a rumor about this matter some time ago. This is the first time that I have actually seen the guidelines. I concur in your suggestion that this matter should be called to the attention of the Committee of Counsel and the Executive Committee. I am sending every member of the Committee of Counsel a copy of the guidelines, a copy of this letter and a request that each member give thought to the matter before the meeting of the Executive Committee on March 14. Hopefully, there will be an opportunity for a discussion of it on the 14th.

With kindest regards and best wishes, I am

Sincerely yours,

Horace R. Kornegay

HRK:pc

cc: Committee of Counsel

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